

## ABSTRACT

A computer-implemented method to price a promotional product includes the generation of a user interface that facilitates input of specification information concerning the promotional product, the specification information including product information identifying a base product to be decorated and decoration manufacturing process information identifying a process whereby a decoration is applied to the base product. The specification information concerning the promotional product is received, and a price for the promotional product is automatically calculated utilizing the product information and the decoration manufacturing process information. The user interface further provides a visual representation of the promotional product having the decoration applied thereto and according to the decoration manufacturing process.